

**Analisis Pengaruh Kualitas Layana, Nilai Pelanggan dan Citra
Perusahaan Terhadap Loyalitas Pelanggan Melalui Kepuasan
Pelanggan (Studi Pada PT. Astra Motor Demak)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, nilai pelanggan dan citra perusahaan terhadap loyalitas pelanggan melalui kepuasan pelanggan Astra Motor Demak. Lokasi penelitian ini di Demak. Populasi adalah orang yang datang di showroom/dealer Astra Motor Demak. Sampel adalah orang-orang yang datang di deler Astra Motor Demak, teknik pengambilan sampel menggunakan purposive sampling. Analisis data menggunakan Structural Equation Modeling (SEM) yang sebelumnya diuji validitas dan reliabilitas. Kesimpulan penelitian ini adalah (1) responden puas terhadap layanan deler Astra Motor Demak; (2) semakin baik kualitas layanan yang diberikan deler Astra Motor Demak; (3) responden yang merasa puas ketika membeli motor merek honda di deler Astra Motor Demak, akan memberikan dasar hubungan jangka panjang bagi mereka terhadap perusahaan; (4) pelanggan akan membentuk harapan terhadap nilai dan bertindak berdasarkan hal itu, dan mereka memperhitungkan dan mengevaluasi penawaran yang memberikan nilai tertinggi; (5) Kualitas layanan, nilai pelanggan, dan citra perusahaan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci : kualitas layanan, nilai pelanggan, citra perusahaan, kepuasan dan loyalitas

Analysis of Effect of Service Quality, Customer Value and Company Image on Customer Loyalty Through Customer Satisfaction (Study in PT. Astra Motor Demak)

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ABSTRACT

This study aimed to determine the effect of service quality, customer value and corporate image on customer loyalty through customer satisfaction Astra Motor Demak. The location of this research in Demak. The population is people who came in showroom / dealer Astra Motor Demak. Samples are people who come in deler Astra Motor Demak, the sampling technique used purposive sampling. Data analysis using Structural Equation Modeling (SEM) previously tested for validity and reliability. It is concluded that (1) respondents are satisfied with the services deler Astra Motor Demak; (2) the better the quality of services provided deler Astra Motor Demak; (3) respondents who were satisfied when buying a motorcycle brand in deler Astra Honda Motor Demak, will provide the basis for their long-term relationship to the company; (4) the customer will form expectations about the value and act on it, and they take into account and evaluate the offers that provide the highest value; (5) The quality of service, customer value, and the company's image in a positive and significant impact on customer satisfaction.

Keyword : service quality, customer value, corporate image, customer satisfaction and loyalty